

Rep Order#	6839290	Ver#	1	Status	New	Traffic Order#	08/08/2012 2:30 PM	Printed:	1 of 6
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**Last Received:** 08/07/2012 9:15 AM

## Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	( ) CROSSROADS MEDIA	Rep Firm	
Advertiser	( ) CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	( ) PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	( ) ANJIE BRADY
Estimate#	882	Agency C/P1/P2/E	12/11/882	Salesperson Phone#	215-567-6005
Buyer	Noelle Ramsey	Flight Dates	08/08/2012 - 08/14/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

CLIENT: CROSSROADS GPS SC=\*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$85,050  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	EARLY AM NEWS	:30	\$700.00	08/08-08/08	1	1	1	\$700.00	
Rating: 4.6												
	2	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	08/09-08/09	1	1	1	\$700.00	
Rating: 4.6												
	3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	08/10-08/10	1	1	1	\$700.00	
Rating: 4.6												
	4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	08/13-08/13	1	1	1	\$700.00	
Rating: 4.6												
	5	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	08/14-08/14	1	1	1	\$700.00	
Rating: 4.6												
	6	M	7A-9A	TODAY SHOW	:30	\$1,800.00	08/13-08/13	1	1	1	\$1,800.00	
Rating: 6.7												
	7	TU	7A-9A	TODAY SHOW	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 6.7												
	8	M	9A-10A	TODAY SHOW 2	:30	\$500.00	08/13-08/13	1	1	1	\$500.00	
Rating: 3.8												





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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 08/08/2012 2:30 PM

4 of 6

**Showing Buylines: All Lines**

**Station** WAVY-TV NORFOLK, VA.

Advertiser ( ).CROSSROADS GPS

## Product

Estimate# 882

**Buyer** Noelle Ramsey

**Phone#****Fax#**

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/882

Flight Dates 08/08/2012 - 08/14/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	32	M	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/13-08/13	1	1	1	\$2,500.00	
Rating: 7.9												
	33	TU	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/14-08/14	1	1	1	\$2,500.00	
Rating: 7.9												
	34	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	08/13-08/13	1	1	1	\$1,200.00	
Rating: 4.8												
	35	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.8												
	36	M	730P-8P	THE INSIDER	:30	\$1,200.00	08/13-08/13	1	1	1	\$1,200.00	
Rating: 4.3												
	37	TU	730P-8P	THE INSIDER	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.3												
	38	M	11P-1135P	LATE NEWS	:30	\$1,800.00	08/13-08/13	1	1	1	\$1,800.00	
Rating: 4.5												
	39	TU	11P-1135P	LATE NEWS	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 4.5												
	40	M	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating: 2.4												
	41	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/14-08/14	1	1	1	\$400.00	
Rating: 2.4												
	45	W	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/08-08/08	2	1	2	\$3,600.00	
Rating: 5.8												

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EC'd Yes Last Received: 08/07/2012 9:15 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 882 Agency C/P1/P2/E 12/11/882 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 08/08/2012 - 08/14/2012 Salesperson FAX# 215-567-5938  
Phone#  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	46	TH	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/09-08/09	2	1	2	\$3,600.00	

Rating: 5.8

	47	F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/10-08/10	2	1	2	\$3,600.00	
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Rating: 5.8

	48	W	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/08-08/08	1	1	1	\$5,000.00	
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Rating: 12.0

	49	TH	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/09-08/09	1	1	1	\$5,000.00	
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Rating: 12.0

	50	F	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/10-08/10	1	1	1	\$5,000.00	
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Rating: 12.0

	51	SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/11-08/11	1	1	1	\$5,000.00	
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Rating: 12.0

	57	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
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	58	M-TU	11A-12P	HAMPTON ROADS SHOW	:30	\$150.00	08/13-08/14	1	1	1	\$150.00	
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---REPORT TOTALS---

Report Totals: 53 / \$85,050.00

---SALES MONTHLY TOTALS---

Aug 12: 53 / \$85,050.00  
Sales Totals: 53 / \$85,050.00  
Station Totals: 53 / \$85,050.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 882  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/882  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---COMPETITIVE---

Market Totals	\$184,891	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE